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ABSTRACT

Recruitment of potential college students to the field of librarianship and promotion of the library education department of Kutztown State College were the dual goals of a two-part project undertaken by the faculty and students of that department. The first approach consisted of slide-talk presentations made by Kutztown library students to local high school groups. Emphasis was placed on school librarianship as a career and Kutztown's educational program in this field. The second part of the project attempted to acquaint eleventh and twelfth grade students in Pennsylvania with career opportunities in all phases of librarianship throughout the state. The method used was a three day conference involving career films, panel discussions by prominent librarians, visits to area libraries and workshops. (JN)

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PROMOTING LIBRARIANSHIP:

A

FORWARD LOOK

Submitted

to

Distinguished Achievement Awards Program

American Association of Colleges for Teacher Education

LI 002 830

Kutztown State College
Kutztown, Pennsylvania

Promoting Librarianship: A Forward Look

Part 1 - Summary

A program of recruitment for careers in librarianship was initiated in 1967 by two faculty members of the Department of Library Education, Kutztown State College: Mrs. Sara R. Mack, originator of the program, and Mr. William F. Kanasky, who assisted her.

Although projects for recruitment for librarianship are undertaken in many states and through a national network, the recruitment program that developed at Kutztown, while not being entirely without precedent, was still quite innovative in many ways.

Two approaches to the promotion of librarianship were developed.

Approach No. 1.

A local recruiting effort, accomplished with the assistance of students in the library education program, confined its activities to the area within a 50 mile radius of the college.

Objectives:

The local effort had as its objectives (a) the recruiting of potential college students to careers as school librarians, and (b) the promotion of Kutztown State College as the place where excellent training in this field was available.

Method Used:

Area schools were visited by college students enrolled in the library education curriculum. These students, talking to Career Day groups or to Library Assistants Clubs, used an informal slide-talk presentation to present the program.

Approach No. 2.

The second approach involved a state-wide effort aimed at attracting potential manpower to all types of professional library careers. This aspect developed with the support of the Recruitment Committee of the Pennsylvania Library Association and the administrative offices of Kutztown State College and its Library Education Department.

Objective:

This approach had as its objective the alerting of students in the 11th and 12th grades of the high schools of Pennsylvania to the many career opportunities in librarianship of all types throughout the state. Meeting this objective required much planning, publicity, cooperation, and continuous evaluation.

Method Used:

A three-day Career Conference was held on the campus of Kutztown State College. Attendance was solicited by publicity in professional periodicals and by mailings to all high school and public librarians in the state.

A registration fee was charged each participant for room, food, and all activities. The program of activities included:

1. career films,
2. panel discussions by prominent librarians who told of their activities and benefits,
3. visits to outstanding area libraries,
4. workshops and interest group meetings,
5. entertainment.

It is the opinion of many participants and observers that both of these recruitment activities have been highly successful. The Recruitment program has alerted many fine young people to an exciting career; it has provided much favorable publicity for Kutztown State College; and it has offered a feeling of pride of accomplishment to the local faculty members who developed the recruiting programs.

Part II - Comprehensive Explanation

A program of recruitment for careers in librarianship was initiated in 1967 by two faculty members of the Department of Library Education, Kutztown State College: Mrs. Sara R. Mack, originator of the program, and Mr. William F. Kanasky, who assisted her.

Although projects for recruitment for librarianship are undertaken in many states and through a national network, the recruitment program that developed at Kutztown, while not being entirely without precedent, was still quite innovative in many ways.

Two approaches to the promotion of librarianship were developed.

Approach Number 1

A local recruiting effort, accomplished with the assistance of students in the library education program, confined its activities to the area within a 50 mile radius of the college.

Recruiting activities were kept within a certain area because of scheduling difficulties, winter travel conditions, and the desire not to recruit within an area served by another state college offering library education.

Objectives

The local recruiting effort had as its objectives:

1. To promote the cause of school librarianship as a strong educational force.
2. To alert high school students to the challenging career activities in school librarianship.
3. To promote the excellent facilities for training in this field which are available at Kutztown State College.

Budget

No funds were available to support this activity and both recruiting team members and faculty absorbed their own expenses. Institution transportation, however, was available and helped immensely.

Development and Description of the Program

The development of the local recruiting effort was initiated and developed by Rho Chapter, Alpha Beta Alpha, the undergraduate library fraternity at Kutztown State College. The Program Committee, while planning an activity calendar for the year, were seeking a service project which would be a contribution to librarianship and at the same time be of benefit to the Department of Library Education at Kutztown State College.

It was decided that a 'Recruitment for School Librarianship' project would ideally fill the need for a service activity and a special committee for recruitment began implementing the program. It was the feeling of the Recruitment Committee that college students, currently enrolled in the Library Education program, would be able to establish rapport with high school students much more effectively than an adult recruiter. The basic plan that evolved was simple but effective -- students would speak to students and meet them and talk to them on their own level and in their own school library.

The Committee next turned its attention to procedures that would be followed to initiate the program.

1. A letter describing the project and its objectives was sent to senior high school librarians of nearby school systems. Included in the letter were suggestions for using the recruiting teams at a Career Day or a Library Assistants Club meeting.

2. Recruiting teams were to consist of two students and they would alternate in presenting different aspects of the program.
3. Although recruiting team members would be permitted to add individual touches to their talk, the presentation would follow a planned format. Slides showing the activities of students in the library education program were available and speakers were given the option of using the slides to supplement their talks.
4. A faculty member of the department would provide transportation, supervision, moral support, and act as a resource person for questions on admission requirements.

The response to the initial letter was excellent. A schedule of visits was quickly set up, recruiting teams were selected, "giveaways" were gathered and the project was under way.

Methods Used

As in any new undertaking, there were headaches and moments of exhilaration. Each succeeding visit to a school brought more students, more questions, more satisfaction, and with it, a feeling of success.

Basically, our program followed the same pattern each time. Introductions were made, our reasons for making the visit were given and then the slide-talk presentation was delivered. At the conclusion of the prepared talk, the meeting was then opened to the very valuable 'question and answer' period. Several of the meetings drew as many as sixty young people and frequently the visited group showed its appreciation by providing refreshments and entertainment.

From our visits we learned the following:

1. Whenever possible, include a male in the recruiting team.

2. Prepare an outline of the presentation and stick to it. Stress college life and activities as well as the career.

3. If possible, send a student to his former high school, it establishes immediate rapport.

4. Remember one of the purposes of the visit is to improve the image of the school librarian. Send out a team that looks "sharp" and is "sharp".

5. Always allow time for a question and answer period.

6. Make "giveaways" a feature of every program. Always taken along for distribution were the brochures The Lively Career of the School Librarian and Library Education at Kutztown State College.

7. Make the project a student affair and keep the faculty out of it.

Evaluative Procedures

After each visit to a school, a critique of team performance was held by the accompanying faculty sponsor. Weaknesses were noted, strengths acknowledged and changes suggested for future visits.

Reports were filed by each team after a visit. Noted in the report were the name and location of the school visited, names of team members, attendance, audience response and any unusual requests for specific information about career possibilities.

Contributions of the Program.

1. The recruiting project has contributed to increased enrollment in the Library Education program at Kutztown State College.

2. The gain to participating student recruiters has been great. They have acquired a sense of accomplishment and gained much in self-confidence and satisfaction.

3. The project has generated much favorable publicity for the College and the Department of Library Education.

Approach Number 2

Objectives --

The summer workshops have as their goals the following objectives:

1. To introduce high school students to various types of libraries and librarianship as a profession.

2. To make them aware of the opportunities in the field and the satisfactions and rewards of the career.

3. To expose them to the professional aspects of librarianship.

4. To teach them more about writing and illustrating books.

5. To help them explore the use of audiovisual materials as extensions of the book and integral library resources

6. To give them, the high school students, the opportunity to experience life on a college campus.

7. To give them the opportunity to meet and exchange ideas with other young people with similar interests.

Description and Development of the Program

The workshops were begun in June 1967 as a result of the hopes and plans of a committee which was concerned with the recruiting of students to the profession. This committee was composed of members of the Pennsylvania Library Association Recruiting Committee and faculty members of the Library Education Department of Kutztown State College. A three-day workshop was planned to be held on the Kutztown campus.

This first workshop was so successful that it was decided to continue having them each summer. The cooperation of the administration of Kutztown State College in permitting, even encouraging, the use of dormitory, dining room, classroom, library, and auditorium facilities for the use of the participants has been another contributing factor in the continuation of the workshops. They have been held during the third week in June each summer since 1967.

Methods Used

The program is announced to high schools and libraries in Pennsylvania by means of a brochure which is mailed in February and March. Students who will be juniors or seniors in high school in the fall of the year are eligible to attend. In order to keep the attendance at a manageable number each school is permitted to send only two students. Public libraries which employ high school students as pages, etc. are also permitted to send two students.

An application must be submitted to the Workshop Director by May 15. The signatures of the high school principal, librarian (school or public), and the parents of the student registrant are needed -- plus at least one-half the amount of the fee.

The program of activities includes:

1. tours of the campus,
2. films,
3. panel discussions on various types of libraries, and education for librarianship,
4. Workshop sessions in which students participate in
   (a) production of displays,
   (b) production of instructional materials,
   (c) reviewing of books,
   (d) mending and preserving books and other media,
   (e) using audiovisual equipment.
5. Visits to college, school, and special libraries in the area.
6. Interest group meetings on
   (a) storytelling,
   (b) library work with children,
   (c) automation in the library,
   (d) public relations,
   (e) library club programs,

7. speeches by authors or illustrators,
8. recreation periods,
9. entertainment sessions.

Personnel Involved

The personnel involved, in addition to the planning committee which is comprised of Pennsylvania Library Association Recruiting Committee members and at least two members of the faculty of the Department of Library Education at Kutztown State College, are administrators of the college, other faculty members, personnel deans, area librarians, and guests who serve as speakers or workshop leaders.

Library education majors at Kutztown State College serve as dormitory counselors and general assistants throughout the three days.

Budget

The workshop has been self-sustaining from the beginning. A fee of $20.00 is charged each student attending. This covers meals, lodging for two nights, bus fare for visits to libraries, plus all other costs. The college graciously assumes many of the costs and has greatly reduced costs for housing, meals, etc.

The librarians involved in planning and conducting the workshop give freely of their services without thought of remuneration as part of their professional responsibility to their vocation. One of the biggest financial outlays has been the honorarium always presented to the outstanding author or illustrator that has always been the feature attraction of the closing luncheon.

Evaluative Procedures and Data

At the end of each workshop the students attending are asked to evaluate their activities. 99% have indicated that it has been a valuable experience. From their expressed likes and dislikes of various aspects of the program succeeding workshops have added and deleted activities. In this way each student has contributed to the improvement of future sessions.

The difficulty of evaluating the effectiveness of a project such as this is evident. Time is a factor. Several years must elapse before one can determine if the efforts have succeeded. In April 1970, all students who participated in the 1967 and 1968 workshops were sent questionnaires to determine the influence of the workshop on their choice of occupation. Of the 270 questionnaires mailed 164 replies were received indicating that 141 students or 86% were attending college. Of these 39% were enrolled in an undergraduate library science program, and 6% were in a liberal arts program with plans to attend graduate library school later. 18% of these were enrolled at Kutztown State College. 50% of the replies indicated that the workshop had influenced their plans for the future.

Contributions of the Program

From comments and reactions both on the college campus and throughout the state the workshop seems to be serving a real purpose in making students aware of the opportunities, satisfactions, and challenges of librarianship as a career. Students who have attended have been very enthusiastic with their praise of the value of the experience.

With the increasing scarcity of positions it becomes exceedingly more important that only the best qualified young people be attracted to the profession. Plans for future workshops are aimed at the more capable students rather than students in great numbers.

The committee is currently considering the awarding of scholarships to capable needy students with the hope of attracting the young black students from the inner city.

With the availability of some of the newer media on campus, the offerings of future workshops can be expanded. Experiences involving participation in and production of television programs are being planned for the 1971 sessions. The use of the computer and other types of electronic retrieval of information are other possibilities.

Recruiting for librarianship at Kutztown State College truly has taken on a "forward look".

Don't miss this opportunity to . . .

Live on a college campus

Exchange ideas with other student assistants

Visit beautiful new libraries

Participate in discussion groups on Librarianship as a career

Books

Storytelling

Audio-Visual Materials and Equipment

Information Science

THE KUTZTOWN STATE COLLEGE
COMMONWEALTH OF PENNSYLVANIA
1866

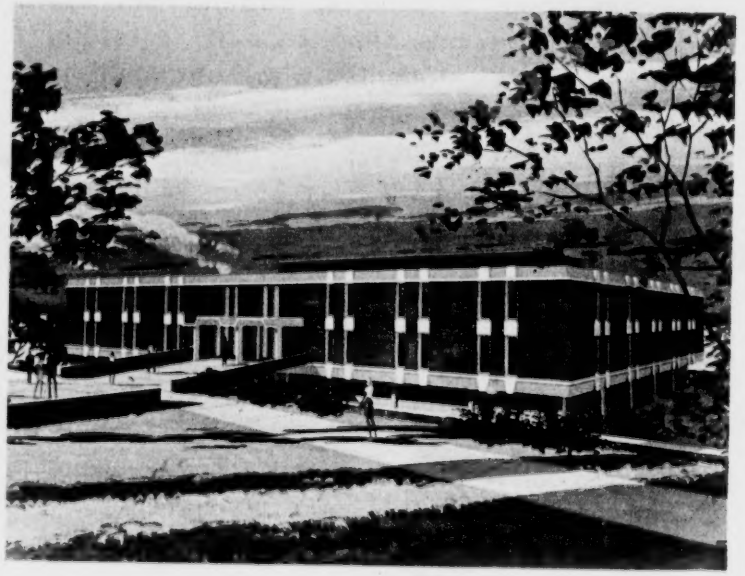
For further information write to:
MRS. SARA R. MACK
Assistant Professor
Department of Library Education
KUTZTOWN STATE COLLEGE
Kutztown, Pennsylvania 19530

THIRD ANNUAL

STUDENT LIBRARY CAREER WORKSHOP

KUTZTOWN STATE COLLEGE
KUTZTOWN, PENNSYLVANIA

JUNE 17, 18, 19, 1969



For Teenagers Interested in Librarianship and Information Science

THIRD ANNUAL WORKSHOP

The Third Annual Workshop for Students interested in librarianship is being sponsored by the Recruiting Committee of the Pennsylvania Library Association, and the Department of Library Education, Kutztown State College.

June 17, 18, 19, 1969

ELIGIBILITY

Students who will be juniors or seniors in high school in the fall of 1969 are eligible.

High school students who are interested in investigating opportunities for careers in librarianship, also students who are eager to share library know-how with others and who are seeking new ideas for their own library are invited to participate. Each school or library is permitted to send two students to the workshop. In order to permit more students to have this experience it is recommended that students who attended in previous years not apply this year.

ACCOMMODATIONS

The students will be housed in dormitories. Bedding will be provided. However, each student provides his own personal accessories. It is suggested that students bring informal summer clothes for workshop meetings. Shorts and sports attire are permitted only when participating in recreational activities.

HOW TO APPLY

Fill out the application blank on this brochure. It must be signed in the places indicated by parents, librarian and the principal of the high school.

FEES

Room, board, and activities for 3 days is $20.00.

Send application and fee of $10.00 to Kutztown State College, Kutztown, Pennsylvania 19530, not later than May 15, 1969. The additional $10.00 should be paid at registration on June 17.

REGULATIONS

All members of the Workshop must comply with all the regulations of the Workshop and the Kutztown State College. These regulations will be distributed at the registration desk on June 17.

STUDENT HEALTH SERVICE

The College Health Center is available to the students; parents will be notified if it is felt necessary to consult a physician.

If a student needs medical supervision, or is taking medication for any condition, he should bring a statement from his family physician regarding the treatment and care advised.

REGISTRATION

On Tuesday, June 17, from 10:00-12:00 a.m. Students attending will please report to the Student Center on the South Campus. Dormitory assignments will be made at that time.

STUDENT LIBRARY CAREER WORKSHOP APPLICATION
JUNE 17 - 19, 1969 **KUTZTOWN STATE COLLEGE**

_____ _____ _____
(Last Name) (First Name) (Year in School as of September '69)

_____ _____ _____ _____ _____
(Street Address) (City) (State) (Zip Code) (Telephone)

_____ _____ _____ Male____ Female____
(Name of High School) (Address of High School) (Zip Code)

We, the undersigned, hereby recommend the above student as a worthy candidate.

_____ _____
(Superintendent or Principal) (Librarian)

Parent's Approval_____
(Parent's or Guardian's Signature)

Fee payable, $10.00 with application, balance (to a total of $20.00) on registration day. Make checks payable to Mrs. Sara R. Mack, Assistant Professor, Department of Library Education, Kutztown State College, Kutztown, Pennsylvania 19530.

Commonwealth of Pennsylvania
KUTZTOWN STATE COLLEGE
Kutztown, Pennsylvania

STUDENT ASSISTANTS WORKSHOP

PROGRAM - JUNE 17-19, 1969

Tuesday

a.m.	Arrival and Registration	Student Center
11:30	Luncheon & Workshop Orientation	South Campus Dining Hall
1:00	Campus Tours	End at Rohrbach Library
2:30	Films (Challenge of Change & The Library Is)	Rohrbach Library Aud.
3:15	Organize Skits	
4:00	Rest or Recreation (Facilities available for: Tennis, swimming, softball, volleyball, etc.)	South Campus
5:45	Dinner	South Campus Dining Hall
7:00	Librarianship-Mr. Donald Hunt	Library Auditorium

Types of Libraries

College - Miriam Weiss-Acting Director
Beaver College Library, Jenkintown, Pa. — Room #1

Public - Mrs. Eleanor Smith, Director
Region 2, U. S. Office of Education, N.Y.C. — Room #2

Special - Mrs. Karen Rader, Librarian
Charles E. Pfizer Co., Easton, Pa. — Room #3

School - Carolyn Ginther, Librarian
Conestoga High School, Berwyn, Pa. — Room #4

8:45 Skits & Folk Singing - Miss Ilse Lauerson, Office of District Services, Philadelphia Free Library
Refreshments

10:30 Everyone in his or her dorm

11:00 Lights out! Silence

Wednesday

8:00 Breakfast — South Campus Dining Hall

9:00 Workshops — Rohrbach Library

1. Production of Displays-Miss Mary Burkett
Professor of Art, KSC — Room #1
2. Production of Instructional Materials-Mr. Gerald Schaeffer
Professor of Audio-Visual Ed., K.S.C. — AV Lab.
3. Reviewing books - — Auditorium
4. Mending books & other materials-Richard Cloonan
Gaylord Bros., Inc. — Room #2
5. Using everything but books - Mr. Willian F. Kanasky
Professor Lib. Ed., K.S.C. — Room #4

10:00 Break (Punch & Cookies)

10:15 Repeat of above workshops
(Each student can attend 2 different ones.)

11:30 Luncheon — South Campus Dining Hall

12:30 Board buses in front of Gymnasium for trip to new Bethlehem Public Library and the Bethlehem Steel Corp. Library, Bethlehem, Pa.

6:00 Dinner — South Campus Dining Hall

7:15 Short film program (Island of Blue Dolphins, Yeats Country. Tire Piece) — Library Auditorium

9:30 Whistle Stop Singers
Refreshments

11:00 Everyone in his or her dorm

11:30 Lights out! Silence.

Thursday

8:00 Breakfast — South Campus Dining Hall

9:00 Interest Group Meetings — Rohrbach Library

1. Storytelling - Mrs. Maxine Shannon, Elementary Librarian, North Salem, New York — Auditorium

2. Library Work With Children - Helen Mullen, Office of Work with Children, Philadelphia Free Library — Room #3

3. Computors in the Library - Allen Kent, Dir. of Knowledge Availability Systems Center, University of Pittsburgh — Room #4

4. Public relations - M. Richard Wilt, Executive Director Catholic Library Assn. — Room #1

5. Library Club Programs - Gladys E. Siegel, Librarian Ryken High School, Leonardtown, Maryland — Room #2

10:00 Break (Punch & Cookies)

10:15 Repeat of above Interest Group Meetings

Evaluation of Workshop

12:30 Closing Luncheon
Speaker: Daniel Mannix-Author of A Sporting Chance, Black Cargoes — South Campus Dining Hall

3:00 End of Workshop

Recruiting in Pennsylvania, It Was Too Short: Workshop for Student Assistants by Sara R. Mack, an article reprinted from the August 1968 issue of the PLA Bulletin in the original document is not reproduced here.

Recruiting in Pennsylvania

IT WAS TOO SHORT:

Workshop for Student Assistants*

MRS. SARA R. MACK
Kutztown State College

"Everything was fabulous!"
"The most wonderful time I ever spent!"
"I received a greater understanding and appreciation of library work."

These were some of the comments the students who attended the First Workshop for Pennsylvania Student Library Assistants held at Kutztown State College from June 20-22, 1967, made on their evaluation sheets on the last day. Similar comments were made after the second workshop held from June 18-20, 1968.

A "First"

The students, 139 last year, 140 this year, came from all parts of Pennsylvania to take part in an entirely new venture. To our knowledge last year's workshop was the first of its kind in the eastern part of the country. Having been recommended by their school or public librarian as students who were interested in library work, the participants came to Kutztown to meet and work with other young people who had similar interests and who performed similar tasks in their libraries.

Not only were the students novices, but the committee members formulating the plans for the workshop were equally "green" and inexperienced when they first met. The committee was composed of members of the Recruiting Committee of the Pennsylvania Library Association, where the idea originated, members of the Pennsylvania School Librarians Association, and faculty members of the Library Education Department at Kutztown State College. Their lack of experience, however, did not prevent them from having some pretty definite ideas about what the goals of a workshop such as the one they were envisioning should be. They quickly agreed on the following six objectives which they implemented in their program.

The Objectives

(1) *To Introduce High School Students to the Various Types of Libraries and Librarianship.* Students who would be high school juniors or seniors in the fall were invited to participate and attendance was limited to two students per school, so that the group might not become too large and unmanageable. Then a panel of librarians from various types of libraries (college, public, special, and school) was assembled, and at one session each librarian discussed librarianship as it applied to his type of library. A visit to two different types of libraries followed. The first year they spent an afternoon visiting the new Lafayette College Library and the Charles E.

* This paper was presented at the ALA Conference, Kansas City, June 27, 1968.

Pfizer Chemical Company Library, both in Easton. This year they visited the new Bethlehem Public Library and the Homer Research Library of the Bethlehem Steel Corp., at Bethlehem.

(2) *To Make Them Aware of the Opportunities in the Field and the Satisfactions and Rewards of the Profession.* Mr. Donald Hunt, Pennsylvania Library Career Consultant, very convincingly told the "Library Story" in his presentation on Library Careers and Education. The film, "The Challenge of Change," which is an effective introduction to the numerous opportunities in the field, was also shown. In addition, there was the opportunity for the students to meet informally and discuss career opportunities with both the librarians who were members of the committee and the program participants.

(3) *To Expose Them to the Professional Aspects of Librarianship.* The committee, aware of the fact that all too frequently student assistants learn only about the clerical tasks that must be accomplished in the library, felt that it was important that emphasis be placed on the professional aspects of the job. Therefore, one morning's program was devoted to four interest group meetings, of which each student could choose to attend two. The groups and their leaders were: Storytelling — Miss Anne Izard, Westchester Library System, Mt. Vernon, N. Y.; Book Reviewing — Mrs. Carolyn Field, The Free Library of Philadelphia; Publicity — Mr. Ronn Fink, State Library; and Library Clubs — Miss Anne Voss, New Jersey State Consultant for School Libraries. The program was very popular with the students. This year, there was another activity in the form of workshops during which the students participated in constructing displays, producing instructional materials, mending books, and planning a recruiting brochure.

(4) *To Teach Them More About Writing and Illustrating Books.* One of the most enjoyable parts of the entire workshop was the closing luncheon at which either an author or an author-illustrator team spoke. The students' evaluation sheets showed that they found this activity especially valuable and interesting. Last year Mr. and Mrs. H. A. Rey, an author-illustrator team responsible for the *Curious George* books and many others, shared their experiences. This year Mrs. Esther Douty spoke on the theme "The Biographer as Detective." For many of the students this was the first time they were able to meet an author and/or an illustrator of books they enjoyed as children or young people.

(5) *To Give Them (High School Students) the Opportunity to Experience Life on a College Campus.* Many of the students remarked that they were grateful for a taste of campus life. In at least one case, a girl who was not planning a college career left determined to return to a college campus in the fall as a student. By living in the dormitories, eating in the dining hall, attending meetings in regular college classrooms, and using the recreational facilities (student center, swimming pool, tennis courts, etc.), the students gained a realistic experience of life on the college campus.

Kutztown State College provided lodging for all workshop participants, students, librarians, and counselors. An entire new girls' dormitory was designated to house the girls. The boys made their headquarters in Rothermel Hall, a men's dorm, which at the time was also occupied by college men attending summer sessions. Dorm counselors were students enrolled in the Library Education curriculum at Kutztown. They found the opportunity to talk informally with the students about courses and

college life in general — a valuable experience for both groups.

(6) *To Give Them the Opportunity to Meet and Exchange Ideas with Other Young People with Similar Interests.* To achieve this end, get-acquainted sessions, recreation and social periods, and punch breaks were held. Some students felt there was not enough time for this type of activity, for they really enjoyed themselves and the many new friendships which developed. Actually, it was difficult to schedule everything that was desired in a three-day period.

Was It a Success?

How successful was this venture? Were the objectives adequately met? Shall there continue to be workshops in the future? It was felt that the first one was a success, otherwise the second would not have been undertaken.

However, no one will really know for several years how successful the workshops have been in recruiting these young people for a career in librarianship. Certainly some of them who had displayed only a half-hearted interest when they arrived, left the campus, three days later, enthusiastic about the opportunities, challenges, and rewards of the profession. It is still too soon to tell, but it is planned to make a careful check of the final career choices of each person who attended the workshops as soon as possible.

The committee feels that in spite of several weaknesses, a few errors, and some inconveniences, these first two ventures were a tremendous success. One student aptly summarized what many others also said in their thank-you letters: "I really had a wonderful time. I met a lot of people. I also learned many things to take back to my school library. I have only one suggestion for future workshops: make them longer. *It was too short.*" With that kind of enthusiasm what can one do but continue to make plans for future Workshops for Pennsylvania Student Library Assistants?

RECRUITING: PENNSYLVANIA DUTCH STYLE

WILLIAM F. KANASKY
Kutztown State College

"Recruiting: Pennsylvania Dutch Style" had its origin at a meeting of the program committee of Rho Chapter, Alpha Beta Alpha, the undergraduate library education fraternity here at Kutztown State College. Committee members, planning an activity calendar, were seeking a service project which would be a contribution to librarianship and at the same time be of benefit to the Library Education Department.

Most members of the program committee had either participated in or had attended a recent institute held on the Kutztown State College campus and were greatly influenced by what had been discussed. The institute, which brought together the school librarians and guidance counselors from high schools of eastern Pennsylvania, had as its theme "Recruitment: A Forward Look." At this meeting panels and guest speakers discussed the various ways in which guidance counselors and librarians could direct young people into the field.

The Plan

After a brief review of the institute's objectives, the program committee quickly decided that a recruiting project would be tailored to order for the fraternity as a service project. Two objectives for the project were set: (1) the recruiting was to be directed toward school librarianship, and (2) the opportunities available at Kutztown State College for training in this field were to be stressed.

A special committee, headed by Miss Terry Shamaman, began functioning immediately and the who, what, when, etc., of the program fell firmly into place. Committee members felt that college students presently enrolled in the library education curriculum would establish rapport with the high school student much more effectively than an adult recruiter. The basic plan that evolved was simple but effective — students would speak to students and meet them and talk to them on their own level and in their own school library.

The Procedure

The committee next turned its attention to procedures that would be followed to initiate the program.

(1) A letter describing the project and its objectives was sent to senior high school librarians of nearby school systems. Included in the letter were suggestions for using the recruiting teams at a Career Day or a library council meeting.

(2) Recruiting teams of two students each would visit each school and alternate in presenting parts of the program.

(3) The area to be recruited for the project was to be restricted because of the newness of the effort and the shortage of supervisory faculty members.

(4) Although recruiting team members would be permitted to add individual touches to their talk, the talk would follow a planned pattern. Slides showing the activities of a student in the library education program were available and speakers were given the option of using the slides to supplement their talks.

(5) A faculty member of the department would provide transportation, supervision, moral support, and act as a resource person for questions on admission requirements.

The response to the initial letter to the high school librarians was excellent. Although all librarians who received letters were not able to participate in the program, all of them responded with letters of encouragement and great enthusiasm. A schedule of visits was organized, recruiting teams were selected, "giveaways" were gathered, and the project was begun with a schedule of twelve visits spread over a five-week period.

As in any new undertaking, there were headaches and moments of exhilaration. Probably the biggest disappointment was with the first venture. Excellent cooperation was received from the guidance counselor and the librarian in setting up the visit and two of the most personable and qualified young ladies had been chosen to present our sales talk. Still, the group attracted was the smallest (sixteen) and the least interested in becoming school librarians. Their interest was in work which involved a clerical or manual routine in a library.

What Was Learned

Although disappointed, the schedule of visits was continued and each succeeding visit brought more interested students, more questions, more satisfaction, and with it, the feeling of success. Several of the meetings drew as many as sixty young people and several times the visited library council reciprocated by having refreshments and entertainment.

From our visits we learned the following:

(1) Whenever possible, include a male in the recruiting team.
(2) Prepare an outline of the presentation and stick to it. Stress college life and activities as well as the curriculum.
(3) If possible, send a student to his former high school. It establishes immediate rapport.
(4) Remember the purpose is to improve the image of the school librarian. Send out a team that looks "sharp" and is "sharp."
(5) Always allow time for a "question and answer" period. Most of the schools visited were regional high schools which transported almost all their pupils. This meant no extra time was available at the close of a school day and there was no provision for a missed bus.
(6) Make "giveaways" a feature of every program. Always taken along for distribution were the brochure *The Lively Career of the School Librarian* (issued by Demco) and the pamphlet *Library Education at Kutztown State College*. A mimeographed bibliography listing books and pamphlets that would provide career information was also distributed.
(7) Keep it a student affair and keep the faculty out of it.

Future Plans

The success of the project in attracting future school librarians will be difficult to measure. All who participated in this program — team members, librarians, guidance counselors, faculty supervisors — feel that the project made a distinct impression on many of these young people and was a definite contribution to school librarianship. Of one thing there is certainty — the effort will be continued.

Future plans call for:

(1) More recruiting publicity — posters and news releases — announcing the visits.
(2) An expanded area to visit.
(3) Follow-up recruiting letters to the library council members of the high schools visited.
(4) An invitation to visit Kutztown State College to those high school seniors who show an interest in school librarianship.
(5) More "giveaways" advertising the school.

We think we are on to something that has helped and will help. So, already come to see at Kutztown; get to know what good is.